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## Claims

1. The use of a peptide corresponding to general formula (I)

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or of the conjugate thereof corresponding to general formula (II)

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in which

A represents the radical corresponding to

- a monocarboxylic acid of general formula (III)
HOOC-R (III)

in which

- R represents a linear or branched  $C_1$ - $C_{24}$  aliphatic radical optionally substituted with a hydroxyl group,
- 20 possibly containing one or more unsaturations, advantageously from 1 to 6,
  - Lipoic acid or its reduced form, dihydrolipoic acid, N-lipoyl-lysine or else retinoic acid,
- 25 X represents a chain of 1 to 3 Lys residues, that are optionally methylated, or, when the formula is formula (II), a bond,

Y represents an -OH or- $NH_2$  group, the amino acids being in D, L or DL form,

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or else A-X represents a hydrogen atom,

in the form of enantiomers or of diastereoisomers, and also the mixtures thereof, including racemic mixtures,

for preparing a cosmetic or dermatological composition for use in the preventive and curative treatment of alopecia.

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- 2. The use as claimed in claim 1, characterized in that the acid of general formula (III) is an omega-3 acid chosen from α-linolenic acid, cervonic acid, timnodonic acid and pinolenic acid or else a C1-C24 aliphatic radical chosen from acetic acid, myristic acid, palmitic acid, and hydroxydecenoic and decenoic acids, and in particular trans-10-hydroxy-∆2-decenoic acid and trans-oxo-9-decen-2-oic acid, or else an acid chosen from lipoic acid or its reduced dihydrolipoic acid, N-lipoyl-lysine or else retinoic acid.
- 3. The use as claimed in claim 1 or 2, characterized in that A is chosen from lipoic acid and acetic acid.

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4. The use as claimed in any one of claims 1 to 3, characterized in that the conjugate is chosen from:

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A-MeLys-Lys-Gly-His-Lys-NH<sub>2</sub>
                                                   (SEQ ID No. 5),
     1 -
                                                   (SEQ ID No. 6),
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     2 -
           A-MeLys-Lys-Gly-His-Lys-NH<sub>2</sub>
          A-MeLys-Gly-His-Lys-NH<sub>2</sub>
                                                   (SEQ ID No. 7),
     3 -
     4 -
          A-MeLys-Lys-Gly-His-Lys-OH
                                                   (SEQ-ID No. 8),
     5 -
           A-MeLys-Lys-Gly-His-Lys-OH
                                                   (SEQ ID No. 9),
     6 -
          A-MeLys-Gly-His-Lys-OH
                                                   (SEQ ID No. 10),
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     7 -
          A-Lys-Lys-Gly-His-Lys-NH<sub>2</sub>
                                                   (SEQ ID No. 11),
     8 -
          A-Lys-Gly-His-Lys-NH<sub>2</sub>
                                                   (SEQ ID No. 12),
     9 -
          A-Lys-Lys-Gly-His-Lys-OH
                                                   (SEQ ID No. 13),
     10-
          A-Lys-Gly-His-Lys-OH
                                                   (SEQ ID No. 14),
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A being an acid of general formula (III) as defined in any one of claims 1 to 3.

5. The use as claimed in any one of claims 1 to 4, characterized in that the peptide or peptide conjugate is chosen from:

H-Gly-His-Lys-OH,

Lipoyl-Lys-Gly-His-Lys-NH2,

Ac-Lys-Gly-His-Lys-NH<sub>2</sub>.

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- 6. The use as claimed in any one of claims 1 to 5, characterized in that, combined with the peptide or peptide conjugate, is a compound that improves hair regrowth, chosen from minoxidil, nicotinic acid esters, anti-inflammatory agents, retinoic acid or derivatives thereof, retinol or  $5\alpha$ -reductase inhibitors.
- The use as claimed in any one of claims 1 to 5, characterized in that, combined with the peptide or peptide conjugate, is another peptide corresponding to the formula

W-Lys-Asp-Val-Z (I) (SEQ ID Nos. 15-16) or the peptide conjugate thereof corresponding to formula (II)

25 A-W-Lys-Asp-Val-Z (II) (SEQ ID Nos. 17-18) in which

A has the same definition as that given in any one of claims 1 to 3,

and W represents

Glu-Gln-Arg, Arg-Lys, Arg-Lys-Asp, Arg or a bond, when Z represents Tyr-Val-Gln-Leu-Tyr-NH<sub>2</sub>, Leu-DOPA, DOPA-NH<sub>2</sub> or HomoPhe-NH<sub>2</sub>, or else W represents

Gly-Gln-Gln or Glu-Gln,

when Z represents

Tyr-Val-Gln-Leu-Tyr-NH2, Leu-DOPA, Val-Tyr-OH,

Val-Tyr-NH2, Tyr-OH, DOPA-NH2 or HomoPhe-NH2,

in the form of enantiomers or of diastereoisomers, and also the mixtures thereof, including racemic mixtures, and the complexes with zinc which can be formed with these peptides or peptide conjugates.

- The use as claimed in any one of claims 1 to 7, 8. characterized in that the cosmetic or dermatological composition is intended for topical application and in that a UVB-screening agent chosen from p-aminobenzoic 15 acid or PABA and esters thereof, such as ethylhexyl PEG-25 PABA; cinnamates, dimethylPABA or ethylhexyl methoxycinnamate, isoamyl p-methoxycinnamate or octocrylene; salicylates, such as homosalate or ethylhexyl salicylate; benzimidazoles, such as phenyl-20 benzimidazolesulfonic acid: benzylidenecamphor 4-methylbenzylidenecamphor, . derivatives, such as benzylidenecamphor, camphor benzalkonium methosulfate polyacrylamidomethylbenzylidenecamphor; triazines, such as ethylhexyl triazone and diethylhexyl 25 butamido triazone, is also combined.
- 9. A method of cosmetic treatment for combating hair loss, comprising the application to the scalp of a .

  30 composition comprising a peptide or a peptide conjugate as described in any one of claims 1 to 5, optionally combined with a compound that improves hair regrowth as defined in claims 6 and 7, and with a UVB-screening agent as defined in claim 8.

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- 10. A food supplement, characterized in that it comprises a peptide or a peptide conjugate as claimed in any one of claims 1 to 5, optionally combined with a compound that improves hair regrowth as defined in claims 6 and 7.
- 11. A method of cosmetic treatment for combating hair loss, comprising the administration of a food supplement as claimed in claim 10.

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